

Article H: Signs, Canopies, Awnings and Billboards

Sec. 13-1-140 Purpose of Sign, Canopy and Billboard Awning Regulations.

The purpose of this Article is to establish minimum standards to safeguard life and property and promote public welfare and community aesthetics by regulating the appearance, construction, location and maintenance of all signs, awnings, canopies and billboards. The provisions herein contained shall be binding alike upon every owner of a building, every lessee and every person in charge or responsible for or who causes the construction, repair, relocation or alteration of any outdoor sign and other advertising structures in the City of Osseo; painting, posting and general maintenance are excepted.

Sec. 13-1-141 Signs, Canopies, Awnings and Billboards – Definitions.

The following definitions are used in this Article:

- (a) **Area of Sign.** The area is the perimeter which forms the outside shape, but excluding the necessary supports or uprights on which the sign may be placed unless they are designed as part of the sign. If the sign consists of more than one section or module, all areas will be totaled. The area of an irregularly shaped sign shall be computed using the actual sign face surface. The area of the irregularly shaped sign shall be the entire area within a single continuous rectilinear perimeter of not more than eight (8) straight lines.
- (b) **Awning.** A temporary hood or cover which projects from the wall of a building, which can be retracted, folded or collapsed against the face of a supporting structure.
- (c) **Billboard.** See “Off-Premise Signs”. A sign which advertises goods, products or facilities, or services not necessarily on the premises where the sign is located or directs persons to a different location from where the sign is located.
- (d) **Blanketing.** The unreasonable obstruction of view of a sign caused by the placement of another sign.
- (e) **Canopy.** A permanent roof-like structure extending from part or all of a building face, constructed of some durable material such as metal or wood, and which is supported from the ground. A canopy is a shelter, with or without a sign, attached to or connected with a building and extending into a setback or over the public sidewalk.
- (f) **Canopy Sign.** A sign which is attached to or painted on a canopy.
- (g) **Day.** A day shall be designated as a period of time in terms of calendar days.

- (h) **Directly Illuminated Sign.** Any sign designed to give any artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.
 - (i) **Directory Sign.** Shall mean any sign on which the names and locations of occupants or the use of a building is given. This shall include offices and church directories. Directory signs shall be encouraged for use with advertising of multiple-occupied commercial and industrial buildings.
 - (j) **Electronic Message Unit Sign.** Any sign whose message may be changed by electronic process, including such messages as copy, art, graphics, time, date, temperature, weather or information concerning civic, charitable or the advertising of products or services for sale on the premises. This also includes traveling or segmented message displays.
 - (k) **Flashing Sign.** Any directly or indirectly illuminated sign on which artificial light is not maintained stationary and constant in intensity and color at all times when in use.
 - (l) **Freestanding (Ground and/or Pole Sign).** Any sign which is supported by structures or supports in or upon the ground and independent of support from any building. (Also referred to as “Free Standing Sign”.)
 - (n) **Identification Sign.** Any sign which carries only the name of the firm, major enterprise, institution or principal products offered for sale on the premises or combination of these.
 - (o) **Indirectly Illuminated Sign.** Shall mean a sign that is illuminated from a source outside of the actual sign.
 - (p) **Integrated Shopping Center.** A shopping center in single ownership or under unified control, and containing three (3) or more separate businesses.
 - (q) **Marquee Sign.** Shall mean any sign attached to and made part of a marquee. A marquee is defined as a permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building’s wall and generally designed and constructed to provide protection against weather.
- Vision Triangle.** The area formed by measuring from the intersection of two (2) property lines at the intersection of two (2) streets to points twenty (20) feet along said property lines and then connecting these two (2) points with a straight line.
- (r) **Monument Sign.** A ground sign generally having a low profile with no open space between the ground and the sign and having a sign structure constructed of masonry, wood, or materials similar in appearance as approved by the Planning Commission.
 - (s) **Nonconforming Sign.** Any sign which does not conform to the regulations of this Article.

- (t) **Off-Premise Sign.** Any sign, device or display which advertises goods, products, facilities, or services not necessarily on the premise where the sign is located or directs persons to a different location from where the sign is located. other than that commonly available or services other than that commonly performed on the premise on which the sign is located.
- (u) **On-Premise Sign.** Any sign identifying or advertising a business, person, activity, goods, products or services located on a premise where the sign is installed and maintained.
- (v) **Political Sign.** Any sign displaying a candidate for an election, or a current referendum or election subject matter.
- (w) **Portable Sign/Message Boards.** Any sign not permanently attached to the ground which is designed to be easily moved from one location to another. A “sandwich-style” portable sign is a sign not permanently attached to the ground, meant to be temporarily placed outside, not exceeding four (4) inches by four (4) inches on each side.
- (x) **Projecting Sign.** Any sign extending more than eighteen (18) inches, but not less than five (5) feet from the face of a wall or building; such sign may not extend more than three (3) feet into the right-of-way.
- (y) **Real Estate Sign.** Any sign which is used to offer for sale, lease or rent the property upon which the sign is placed.
- (z) **Roof Sign.** Any sign erected upon or over the roof or parapet of any building.
- (aa) **Sign.** A sign shall include anything that promotes, calls attention or invites patronage (or anything similar to the aforementioned) to a business, location or product.
- (bb) **Temporary Sign.** Any sign which is erected or displayed for a limited period of time not to exceed twenty-eight (28) consecutive days or which is displayed only during regular business hours and removed for storage at other times. A temporary sign shall not exceed eight (8) square feet in area. Examples of temporary signs include banners and decorative type displays. For purposes of this Chapter, a portable sign is not a temporary sign.
- (cc) **Wall Sign.** Any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than eighteen (18) inches from such wall.
- (dd) **Window Sign.** Any sign located completely within an enclosed building and visible from a public way.

Sec. 13-1-142 Required Permits for Signs, Canopies and Awnings.

- (a) **Application.** Except those specified in Section 13-1-143, no signs, billboards, awnings or canopies shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a sign permit and without being in conformity with the provisions of this Article. The sign shall also meet all other structural requirements of other applicable codes and ordinances of the City of Osseo. Signs shall not be erected or altered until a permit has been issued by the Zoning Administrator. "Altered" shall be defined as any modification in the size, height, dimensions, location or mounting of a sign other than routine maintenance.
- (b) **Required Information.** Application for a sign permit shall be made in writing upon forms furnished by the Zoning Administrator which contain the following information about the sign: dimensions, including display surface; materials; illumination; wiring; height above grade; distance from lot lines; and the person, firm or corporation erecting or altering the sign. A permit is not required for a copy change when no change in business name is involved.
- (c) **Permit Fees.** A permit fee shall be paid to the Zoning Administrator for each sign permit issued under this Article, provided, however, that a fee shall not be charged for putting an existing sign in conformity with this Article, or for a copy change when no change in business name is involved.
- (d) **Insurance.** Any person, firm or corporation engaged in the business of erecting, repairing, maintaining or relocating any sign shall maintain in effect at all times a policy of liability insurance with limits of Three Hundred Thousand Dollars (\$300,000.00) for bodily injury and One Million Dollars (\$1,000,000.00) aggregate and One Hundred Thousand Dollars (\$100,000.00) property damage. Proof of insurance shall be presented to the Zoning Administrator before the sign permit is granted.
- (e) **Inspection.** The applicant shall, upon completion of the installation, relocation or alteration of the sign, notify the Zoning Administrator who will assure the sign complies with the regulations of this Article. Every sign shall be inspected and approved by the Zoning Administrator within thirty (30) days after it is erected or altered.
- (f) **Appeals.** The Zoning Administrator may, at any time for a violation of this Article, revoke a permit or require changes so the sign conforms with this Article. The holder of a revoked permit shall be entitled to an appeal before the Zoning Board of Appeals. Any person, firm or corporation aggrieved by any permit denial or decision by the Zoning Administrator relative to the provisions of these sign regulations may appeal and seek review of such decision to the Zoning Board of Appeals.

Sec. 13-1-143 Other Excepted Signs/ Signs Not Requiring a Permit.

The following signs do not require a permit, provided that they are not located over a public road right-of-way or in, on or over public water (unless specifically excepted):

- (a) **Commercial, Industrial and Planned Unit Development (Commercial/Industrial) Districts.**
- (1) Real estate signs not to exceed eight (8) square feet in area which advertise the sale, rental or lease of the premises upon which said signs are temporarily located.
 - (2) Name, occupation and warning signs not to exceed four (4) square feet located on the premises.
 - (3) Bulletin boards for public, charitable or religious institutions not to exceed thirty-five (35) square feet in area located on the premises.
 - (4) Sandwich-style portable signs used only for the purpose of identification of a business and advertising the products for sale therein. A portable sandwich-style sign shall not exceed sixteen (16) square feet in gross area per side, may be placed at the right-of-way line of the street, and only be placed in the sidewalk/terrace area directly in front of the business premises being advertised in a manner as not to unreasonably obstruct pedestrian or vehicular traffic. Such signs shall be removed at the end of each business day.
 - (5) Memorial signs, tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against the structure.
 - (6) Official signs, such as traffic control, parking restriction, information and notices.
 - (7) Rummage or garage sale signs not to exceed eight (8) square feet in area, but use of this type of sign shall be limited to seventy-two (72) hours per sale. Such signs shall not be attached to utility or traffic control signs. Such signs shall be removed within twenty-four (24) hours after the end of such sale. Property owners shall be billed under Sec. 66.60(16), Wis. Stats., if City personnel must remove such signs.
 - (8) Signs designating entrances, exits, service areas, parking areas, restrooms and other such signs relating to functional operation of the building or premises shall be permitted without limitation other than reasonable size and necessity.
 - (9) Signs not exceeding one (1) square foot in area and bearing only property numbers, post box numbers or names of occupants of premises.
 - (10) Flags and insignia of any government, except when displayed in connection with commercial promotion.
 - (11) Legal notices, identification information or directional signs erected by governmental bodies.
 - (12) Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights.
 - (13) Signs directing and guiding traffic and parking on private property, but bearing no advertising matter.

- (14) Election signs are permitted in all districts; however, they shall be removed within two (2) weeks following election day. Political signs may be posted sixty (60) days before an election and must be removed within ten (10) days after said election. Said sign shall be a maximum of eight (8) square feet.
- (h) Signs designating or directing and guiding traffic to governmental buildings, public parks and facilities, with size and location being approved by the City Council.
- (i) Civic and public service signs are permitted, with size and location being approved by the City Council.
- (j) City owned signs directing or guiding traffic to commercial areas, difficult to access, are permitted. The directory signs, which can only be used on city right-of-way's, are to help reduce traffic confusion. They are to be used solely for businesses selling food, lodging, and gas. The implementation, size, and location are to be approved by the City Council.
- (b) **Residential, Conservancy and Agricultural Districts.**
- (1) Real estate signs not to exceed eight (8) square feet in area which advertise the sale, rental or lease of the premises upon which said signs are temporarily located.
- (2) Nameplate signs not to exceed two (2) square feet located on the premises.
- (3) Bulletin boards for public, charitable or religious institutions not to exceed eight (8) square feet in area located on the premises.
- (4) Memorial signs, tablets, names of buildings and dates of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.
- (5) Official signs, such as traffic control, parking restrictions, information and notices.
- (6) Awnings or canopies servicing only a particular single-family dwelling unit, provided the same shall conform to the regulations applicable to the zoning district in which the same are located.
- (7) House numbers or signs identifying parks or country clubs or official bulletin boards.
- (8) An approved professional sign shall be a sign not exceeding two (2) square feet in area, stating only the name and business profession of the home occupant or the character or the use of the premises on which the sign is maintained. It shall not be illuminated and shall not move. Only one (1) such approved professional sign shall be maintained on a premises.
- (9) Political signs may be posted sixty (60) days before an election and must be removed within ten (10) days after said election. Said sign shall be a maximum of four (4) square feet.
- (10) Rummage or garage sale signs not to exceed eight (8) square feet in area, but use of this type of sign shall be limited to seventy-two (72) hours per sale.

Sec. 13-1-144 Permitted Sign Types and Locations.

(a) Permitted Locations of Signs.

Zoning District	Types of Signs Permitted
R-1, R-2, R-3, R-4, R-5, R-6	2, 3, 6, 9
B-1, B-2, B-3	1, 2, 3, 4, 5, 6, 7, 8, 9
I-1 & I-2	1, 2, 3, 4, 5, 6, 7, 8, 9
A-1	2, 3, 6
C-1	1, 3, 6, 7

(b) Types of Signs, Maximum Size, Number and Location.

- (1) **Type 1.** Directory signs, advertising a business or activity conducted, an area of interest, or a service available, at a specific location. Such signs shall be not more than twelve (12) square feet in gross area. There shall be not more than two (2) such signs relating to any one (1) such use in the approaching direction along any one (1) street and said signs must conform to spacing requirements. No such sign shall be more than ten (10) miles away from the location to which it relates. Such signs may be placed at the right-of-way line of the street. A larger number of signs may be permitted by conditional use, if the Planning Commission shall find it necessary for directing the traveling public. *Permit required.*
- (2) **Type 2.** Signs advertising a customary home occupation or professional office. Such signs shall not exceed eight (8) square feet in gross area. If such sign is not attached to the building, such sign shall not be located without the permission of the Zoning Administrator who shall designate a safe location for the sign after taking into consideration pedestrian traffic on sidewalks, obstruction to vehicular traffic on the streets and other safety considerations relevant to the placement of the sign. If illuminated, such signs shall be indirectly lighted. A change in sign area may be authorized as a conditional use. *No permit required.*
- (3) **Type 3.** Signs advertising the sale, rent or lease of the property on which the sign is placed. Such sign shall not exceed eight (8) square feet in gross area and may be placed at the right-of-way line of the street. Garage, thrift or yard signs are allowed to be in place up to five (5) days, a maximum of three (3) times per year. A change in sign area may be authorized as a conditional use. *No permit required.*
- (4) **Type 4.** Off-premise signs advertising a general brand or product; an area of interest, a business conducted or a service available, subject to the following provisions:
 - a. **Spacing.** Off-premise signs shall not be placed closer together than three hundred (300) feet. On interstate highways and freeways, off-premise signs shall not be spaced less than one thousand (1,000) feet apart (per side). Said spacing shall be measured along the edge of the pavement.
 - b. **Size Restrictions.** The maximum size allowed for an off-premise sign is three hundred (300) square feet.

- c. **Height Restriction.** The bottom of an off-premise sign shall be at least eight (8) feet from grade, and the top of the sign shall not be more than twenty (20) feet from grade. A change in sign heights may be authorized as a conditional use.
 - d. **Length.** No off-premise sign shall exceed twenty-five (25) feet in length.
 - e. **Setbacks.** Off-premise signs shall be a minimum of one hundred (100) feet from a residential dwelling, erected outside a line fifty (50) feet parallel to the right-of-way.
 - f. **Exclusionary Areas.** No off-premise sign shall be erected within one hundred fifty (150) feet of a residential district, conservancy district, public park, lake or river.
 - g. **Permit.** Required.
- (5) **Type 5.** Signs attached to commercial and industrial buildings advertising a business conducted or a service available on the premises. No sign shall exceed sixty (60) square feet in gross area, be higher than four (4) feet above the top of the roof line or exceed the maximum height limitation permitted in the district. In any case, there shall be no more than five (5) permits per building and maximum gross sign area of 200 square feet. Projecting signs shall not exceed twelve (12) square feet in gross area. There shall be no more than one (1) projecting sign for each street frontage. A change in sign area may be authorized as a conditional use.
- a. **Special Use Signing.** Uses listed below have unique characteristics which require the need for additional signing.
 - 1. **Motor Fuel Pump Island Canopy Signs.** For any motor fuel pump canopy, one (1) sign may be displayed flat against each side of such structure. Such signs may not extend above or below such canopy.
 - b. **Permit.** Required.
- (6) **Type 6.** On-premises ground sign advertising a public or semi-public use; there shall be no more than one (1) sign for each highway or street upon which the property faces, subject to the following provisions:
- a. **Size Restriction.**
 - 1. Property having less than fifty (50) lineal feet of street frontage shall be entitled to a two-sided on-premise ground sign with each side not to exceed twenty (20) square feet.
 - 2. Property having more than fifty (50) but less than one hundred-fifty (150) lineal feet of street frontage shall be entitled to a two-sided on-premises ground sign with each side not to exceed forty (40) square feet.
 - 3. Property having more than one hundred-fifty (150) lineal feet of street frontage shall be entitled to a two-sided on-premise ground sign with each side not to exceed eighty (80) square feet.

4. If a public or semi-public use fronts on more than one (1) highway or street, the frontage along which a sign faces will determine its size.
 - b. **Height Restriction.** On-premise ground signs shall not exceed twenty (20) feet in height above grade below sign. A change in sign height may be authorized as a conditional use.
 - c. **Setbacks.** On-premise ground signs are permitted in the building setback areas, excluding vision triangles; and they are not a hazard to traffic safety. The on-premise ground sign shall be a minimum of fifty (50) feet from a residential district boundary. The building's side and rear setbacks shall apply.
 - d. **Special Use Signing.** Uses listed below have unique characteristics which require the need for additional signing.
 1. **Motor Vehicle Dealerships:** One additional ground sign may be allowed for any motor vehicle dealership which sells new motor vehicles of more than one (1) automotive manufacturer.
 - e. **Permit.** Required.
- (7) **Type 7.** Recreational directory signs indicating the direction to a resort or similar use. Such signs shall not be more than four (4) square feet in gross area. Where a common posting standard is provided, all such signs shall be attached to the standard recreational directory. Signs may be placed at the right-of-way of highways, except freeways or expressways. Permit required.
- (8) **Type 8.** Interchange Sign Overlay District to regulate all on-premise ground sign advertising at the interchange of Interstate 94 and U.S. Highway 10. The content of the advertising signs regulated under this district will be limited to information regarding commercial sales, lodging, food and fuel accommodations. There shall be no more than one (1) sign for each highway or street upon which the property faces, subject to the following provisions:
- a. **Size Restriction.** The maximum size allowed for the on-premise ground sign is one hundred-fifty (150) square feet. A change in sign area may be authorized as a conditional use.
 - b. **Height Restriction.** On-premise ground sign shall not exceed thirty (30) feet in height above the grade below sign. A change in sign height may be authorized as a conditional use.
 - c. **Setbacks.** On-premise ground signs are permitted in the building setback areas, excluding vision triangles; and if they are not a hazard to traffic safety. The on-premise ground signs shall be a minimum of fifty (50) feet from a residential district or conservancy district boundary. The building's side and rear setbacks shall apply.
 - d. **Special Use Signing.** Uses listed below have unique characteristics which require the need for additional signing.
 1. **Motor Vehicle Dealerships:** One additional ground sign may be allowed for any motor vehicle dealership which sells new motor vehicles of more than one (1) automotive manufacturer. Such

additional sign shall not exceed one hundred (100) square feet in area.

e. **Permit.** Required.

(9) **Type 9. Development Identification Signs.** An identification sign for residential projects, multiple family residential projects, office park, business park, industrial park, planned development or integrated shopping center may be permitted.
Permit required.

a. Shall identify only the name and/or any emblem utilized by the development, and may incorporate a directory sign for business establishments within such development.

b. May only be erected at a maximum of two (2) major entrances of the development. "Major entrance" means a public or private street that provides access to more than ten (10) residential lots, or premises, eight (8) multiple family units or more than five (5) non-residential lots or premises.

c. For residential projects, the identification signs shall only be of a monument style, shall not exceed thirty-two (32) square feet in area and six (6) feet in height, shall be illuminated only by reflected white lighting which is located on the ground, and which does not shine or glare upon any adjacent dwelling or right-of-way. Such sign shall not be closer than five (5) feet from any property line, subject to the provisions for vision triangle.

d. For developments other than residential, the identification ground signs shall not exceed fifteen (15) feet in height, with a sign area not greater than one hundred (100) square feet in area and may be illuminated internally or by reflected white lighting which is located on the ground, and which does not shine or glare upon any adjacent building or right-of-way. Such sign shall comply with the setback provisions of the district it is located in.

e. For integrated shopping centers in single ownership or under unified control, one (1) identification on-premise ground sign may be permitted with a sign area not greater than eighty (80) square feet in area. This will not preclude one (1) on-site business from having a separate on-premise ground sign if such business has greater than 50% of the total floor space and has greater than two-hundred (200) feet of frontage along which the sign faces. Integrated shopping centers shall follow setbacks for a Type 6 sign.

(c) **Lighting.** Business and industrial signs may be internally lighted or illuminated by a hooded reflector, provided, however, that such lighting shall be arranged to prevent glare and no sign shall be lighted by a lighting of intermittent or varying intensity. Animated signs, or signs having moving parts, or signs which may be mistaken for traffic signal devices, or which diminish the visibility or effectiveness of such traffic signal devices are prohibited.

- (d) **Signs Causing Obstruction Prohibited.** Any sign so erected, constructed or maintained as to obstruct or be attached to any fire escape, window, door or opening used as means of ingress, or for firefighting purposes, or placed so as to interfere with any opening required for legal ventilation is prohibited.
- (e) **Signs at Intersection Prohibited.** No sign or advertising device shall be erected or maintained at the intersection of streets in such a manner as to obstruct clear vision of the intersection.
- (f) **Canopy Signs Restricted.** Signs shall be permitted to hang from canopies or covered walks in Business or Industrial Districts provided that there shall be only one (1) sign, not to exceed five (5) square feet, for each business and that the sign shall be at least ten (10) feet above ground level.
- (g) **Total Sign Area.** No sign shall contain more than one hundred (100) square feet in gross area.

Sec. 13-1-145 Permitted Residential, Agricultural and Conservancy Signs.

In addition to those permitted signs not requiring a permit pursuant to Section 13-1-143(b) and those types authorized by Section 13-1-144(b), the following non-flashing, non-illuminated signs are permitted under the conditions specified in all residential, planned unit development (residential), agricultural and conservancy districts established by this Chapter:

- (a) **Nameplate and Identification Signs.** Subject to the following:
 - (1) **Area and Content – Residential.** There shall be not more than one (1) nameplate, not exceeding two (2) square feet in area, for each dwelling unit, indicating the name or address of the occupant or a permitted home occupation. On a corner lot, two (2) such nameplates for each dwelling unit (one facing each street) shall be permitted.
 - (2) **Area and Content – Nonresidential.** For agricultural or conservancy buildings, a single identification sign, not exceeding nine (9) square feet in area and indicating only the name and address of the building, may be displayed. On a corner lot, two (2) such signs (one facing each street) shall be permitted.
 - (3) **Projection.** Such signs shall be affixed flat against the wall of the building.
 - (4) **Height.** No sign shall project higher than one (1) story or fifteen (15) feet above curb level, whichever is lower.
- (b) **“For Sale” and “To Rent” Signs.** Subject to the following:
 - (1) **Area and Number.** There shall be not more than one (1) sign per zoning lot, except that on a corner zoning lot two (2) signs (one facing each street) shall be

permitted. No sign shall exceed eight (8) square feet in area nor be closer than eight (8) feet to any other zoning lot.

- (2) **Height.** No sign shall project higher than one (1) story or fifteen (15) feet above curb level, whichever is lower, when attached to a building; detached or free-standing signs shall not be more than seven (7) feet in height, measured from the soil grade to the top of the sign post.
- (c) **Signs Accessory to Parking Area.** Subject to the following:
- (1) **Area and Number.** Signs designating parking area entrances or exits are limited to one (1) sign for each such exit or entrance, and to a maximum size of two (2) square feet each. One (1) sign per parking area, designating the conditions of use or identity of such parking area and limited to a maximum size of nine (9) square feet, shall be permitted. On a corner lot, two (2) such signs (one facing each street) shall be permitted.
 - (2) **Projection.** No sign shall project beyond the property line into the public way.
 - (3) **Height.** No sign shall project higher than seven (7) feet above curb level.
- (d) **Signs Accessory to Roadside Stands.** Subject to the following:
- (1) **Content.** The signs shall be only for the purpose of identification of the roadside stand and advertising the agricultural products for sale therein.
 - (2) **Area and Number.** The signs shall be on the same zoning lot (either zoned agricultural or with a conditional use permit) as the roadside stand, and there shall be not more than two (2) signs per lot. No sign shall exceed twelve (12) square feet in area nor be closer than fifty (50) feet from any other zoning lot.
 - (3) **Projection.** No sign shall project beyond the property line into the public way.
 - (4) **Height.** No sign shall project higher than fifteen (15) feet above curb level.
 - (5) **Permit.** A sign permit is required for this type of sign.
- (e) **Temporary Signs Accessory to Subdivision Developments or Other Permitted Improvements in Residential Districts.** Subject to the following:
- (1) **Content.** The signs shall be only for the purpose of identification of homes for sale or rent in the subdivision under construction, or for the identification of other nonresidential uses under construction.
 - (2) **Area, Number and Setback.** Such signs shall not exceed two (2) in number for each subdivision nor thirty-two (32) square feet each in area. They shall observe the front yard requirement of the principal use and shall be located at least fifty (50) feet from all other boundaries of the site.
 - (3) **Height.** No sign shall project higher than five (5) feet above curb level.
 - (4) **Time limitations.** The sign or signs shall be removed by the applicant or property owner within two (2) years of the date of the issuance of a sign permit.
 - (5) **Permit.** A sign permit is required for this type of sign.
- (f) **Subdivision Identification Signs.** Subject to the following:
- (1) **Content.** The signs shall bear only the name of the subdivision or development.

- (2) **Area and Number.** There shall be not more than one (1) sign located at each entrance to a subdivision. No sign shall exceed twenty-four (24) square feet in area.
 - (3) **Height.** No sign shall project higher than six (6) feet above curb level; the Common Council may, however, temporarily authorize a larger sign for a period not to exceed two (2) years.
 - (4) **Permit.** A sign permit is required for this type of sign. Drawings showing the specific design, appearance and location of the sign shall be submitted to the Zoning Administrator for approval. The location of any such sign shall be at the discretion of the Zoning Administrator based upon the character of the area, the type and purpose of the sign and the length of time permitted.
- (g) **Nonflashing, Illuminated Church Bulletins.** Subject to the following:
- (1) **Area and Number.** There shall be not more than one (1) sign per lot, except that on a corner lot, two (2) signs (one facing each street) shall be permitted. No sign shall exceed sixteen (16) square feet in area nor be closer than eight (8) feet from any other zoning lot.
 - (2) **Projection.** No sign shall project beyond the property line into the public way.
 - (3) **Height.** No sign shall project higher than one (1) story or fifteen (15) feet above the curb level, whichever is lower.
 - (4) **Permit.** A sign permit is required for this type of sign. Drawings showing the specific design, appearance and location of the sign shall be submitted to the Zoning Administrator for approval. The location of any such sign shall be at the discretion of the Zoning Administrator based upon the character of the area, the type and purpose of the sign and the length of time permitted.

Sec. 13-1-146 Landscape Features.

Landscape features such as plant materials, berms, boulders, fencing and similar design elements unincorporated or in conjunction with the freestanding signs are encouraged and shall not be counted as allowable sign area.

Sec. 13-1- 147 Prohibited Signs.

- (a) **Facing.** No sign, except those permitted in Section 13-1-102, shall be permitted to face a residential district within fifty (50) feet of such district boundary unless otherwise stated in this ordinance.
- (b) **Traffic Interference.** Signs shall not resemble, imitate or approximate the shape, size, form or color of railroad or traffic signs or devices. Signs, canopies and awnings shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices or the safe flow of traffic. No sign shall be erected, relocated or maintained so

as to prevent free ingress to or egress from any door, window or fire escape. No sign, awning or canopy shall be placed so as to obstruct or interfere with traffic visibility.

- (c) **Moving or Flashing Signs.** No sign shall be erected which has any flashing, rotating or brilliant intermittent parts or lights or bare reflecting-type bulbs, except those giving public service information such as time, date, temperature, weather or similar information or where allowed by conditional use permit. No signs, billboards or other advertising media which creates a hazard or dangerous distraction to vehicular traffic or a nuisance to adjoining residential property shall be permitted in any district.
- (d) **Area.** No sign shall contain more than three hundred (300) square feet in gross area.
- (e) **Illuminated Signs.**
 - (1) Signs which are not effectively shielded as to prevent beams or rays of light from being directed at any portion of the traveled ways of the interstate or federal aid primary highway and which are of such intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle, or which otherwise interferes with any driver's operation of a motor vehicle are prohibited.
 - (2) No sign shall be so illuminated that it interferes with the effectiveness of, or obscures an official traffic sign, device or signal.
- (f) **Vision Triangle.** No sign shall be erected in a vision clearance triangle, except as a conditional use and except for government signs.
- (c) **Number of Signs Permitted.**
 - (1) No more than two (2) signs of any type shall be located on any premises, except that premises occupied by a shopping center may, as an alternative, have one (1) detached sign plus one (1) flat sign illuminated or otherwise for each place of business located in said shopping center provided that the aggregate total area of all signs located on any premises so occupied shall not exceed the total area permitted for one (1) detached sign and one (1) flat sign as set forth in this Article.
 - (2) Businesses with streets fronting both sides shall be allowed two (2) types of signs for each street frontage; no street frontage buildings shall be allowed two (2) of the same type of sign for that particular business.
- (d) **Signs on Public Rights-of-Way.** Signs shall not be permitted on public rights-of-way, except for municipal traffic control, parking and directional signs and as otherwise specified in this Chapter, or be located within five (5) feet of a property line.
- (e) **Distance Between Freestanding Signs.** The distance between freestanding signs shall be a minimum of seventy-five (75) feet between freestanding signs throughout the street frontage in order to prevent congestion and maintain traffic visibility.

Sec. 13-1- 148 Dangerous and Abandoned Signs.

- (a) **Removal.** All signs shall be removed by the owner or lessee of the premises upon which the sign is located when a business which it advertises has not been conducted for a period of thirty (30) days or when, in the judgment of the Zoning Administrator, such sign is so old, dilapidated or has become so out of repair as to be dangerous or unsafe, whichever occurs first. If the owner or lessee fails to remove it, the Zoning Administrator or Common Council, or a designee, may remove the sign at cost of the owner, following adequate written notice. The owner may appeal the Common Council's decision to the Board of Appeals.
- (b) **Alterations.** Any sign which was For signs erected before the adoption of this Sign Ordinance Sign Code, said signs shall not be rebuilt or relocated without conforming to conform to all the requirements of this Article if the cost of reconstruction or relocation is fifty percent (50%) or more of its replacement value.
- (c) **Violations.** All signs constructed or maintained in violation of any of the provisions of this Article are hereby declared public nuisances within the meaning of this Code of Ordinances. In addition to the above penalty provisions and the provisions of Section 13-1-245 for violations of this Chapter, the Zoning Administrator, Common Council or designee may bring an action to abate the nuisance in the manner set forth in the Wisconsin State Statutes.

Sec. 13-1- 149 Variances or Exceptions. Conditional Use Permits.

Variances or exceptions to these sign regulations may be granted by the Board of Appeals, following a recommendation from the Plan Commission, pursuant to the standards of Section 13-1-283. Conditional Use Permits may be granted by the Planning Commission where noted in this Article.

Sec. 13-1-150 Construction and Maintenance Regulations for Signs.

- (a) **Installation.** All signs shall be properly secured, supported and braced and shall be kept in reasonable structural condition and shall be kept clean and well painted at all times. Bolts or screws shall not be fastened to window frames. Every sign and its framework, braces, anchors and other supports shall be constructed of such material and with such workmanship as to be safe and satisfactory to the Zoning Administrator.
- (b) **General Requirements.**
 - (1) **Awnings.** Lowest part of any awning shall be seven (7) feet above the sidewalk. Signs are allowed directly on the awning or hanging on the frame but not below seven (7) feet.

- (2) **Roof Signs.** No sign shall be located so as to project above the parapet line, unless approved by the Common Council, upon the recommendation of the Plan Commission.
- (3) **Construction Standards.** All signs, except flat signs and those signs weighing less than ten (10) pounds, shall be designed, fastened and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of area and shall be constructed, attached, fastened or anchored to adequately support the dead load and any anticipated live loads (i.e., ice, snow) of the sign.
- (4) **Illuminated Signs.** Any illuminated signs shall not interfere with surrounding properties or traffic. Illuminated flashing signs will not be permitted in any residential district.
- (5) **Projection.** Signs including supports shall not project beyond five (5) feet of the face of the wall to which attached.
- (6) **Prohibited Mounting.** No signs shall be painted on, attached to or affixed to any trees, rocks, or other similar organic or inorganic natural matter, including utility poles or apparatus.
- (7) **Blanketing.** Blanketing of signs shall not be allowed.
- (8) **Maintenance.** All signs shall be kept in good structural condition, well painted, and clean at all times and the immediate premises shall be maintained in a clean, sanitary and inoffensive condition and kept free and clear of all obnoxious substances, rubbish and weeds.
- (9) **Annexed Areas.** All signs in newly annexed areas shall comply with this Article within five (5) years of annexation.

Sec. 13-1-151 Special Sign Requirements.

- (a) **Search Lights.** Zoning Administrator may permit the temporary use of a search light for advertising purposes in any district provided that the search light for advertising purposes in any district provided that the search light will not be located in any public right-of-way, will not be located closer than ten (10) feet to an adjacent property and will not cause a hazard to traffic or adjoining properties. Search light permits shall not be granted for a period of more than five (5) days in any six (6) month period.
- (b) **Signs on Public Rights-of-Way.** Signs shall not be permitted on public rights-of-way, except for municipal traffic control, parking and directional signs and as otherwise specified in this Chapter, or be located within five (5) feet of a property line. However, the Common Council may grant a conditional permit to locate signs and decorations on or within the right-of-way for a specified time not to exceed sixty (60) days and subject to Article E.
- (c) **Temporary Sign Limitations.**

- (1) All temporary signs such as real estate, construction site and political signs may be erected for thirty (30) days and shall be removed within ten (10) days after their use has discontinued.
 - (2) Temporary signs may be placed on a property, but shall not be located on a right-of-way terrace, and shall not interfere with driveway vision clearance.
- (d) **Electronic Message Unit Signs.**
- (1) Such signs may be used only to advertise activities conducted on the premises or to present public service information pursuant to Section 13-1-105(c).
 - (2) Segmented messages must be displayed for not less than five (5) seconds and more than ten (10) seconds.
 - (3) Traveling messages may travel no slower than sixteen (16) light columns per second and no faster than thirty-two (32) columns per second.
- (e) **Portable Signs/Message Boards.**
- (1) Such signs shall be limited in use to thirty (30) days at a time following approval by the Zoning Administrator, provided, however, that the Zoning Administrator shall not give approval for placement of a portable sign/message board if it presents a vision obstruction and shall not be displayed more frequently than three (3) times per year at any one (1) location.
 - (2) The maximum size shall be twenty-five (25) square feet on each face, back-to-back.
- (f) **State and Federal Regulations.** Signs shall also be subject to State and Federal highway regulations and State and Federal sign laws and regulations.

Sec. 13-1-152 Nonconforming Signs.

Any sign which becomes a nonconforming sign at the effective date of this Article (December 5, 1988) or which becomes a nonconforming sign at any future date may be continued provided that no increase in size, illumination or flashing of such sign shall be made. However, such nonconforming sign, including structures and all supporting members, shall be discontinued and removed not more than five (5) years after the date that such sign becomes a nonconforming sign, unless such nonconforming sign shall be made to conform to all the regulations of the district in which it is located or unless, be decision of the Zoning Board of Appeals, such nonconforming sign is allowed to remain for an extended period of time.

- (a) **Signs Eligible for Characterization as Legal Nonconforming.** Any sign located within the City of Osseo limits of the date of adoption of this Chapter hereafter which does not

conform with the provisions of this Article is eligible for characterization as a legal nonconforming sign and is permitted, providing it meets the following requirements:

- (1) The sign was covered by a proper sign permit prior to the date of adoption of this sign ordinance.
 - (2) If no permit was required under the applicable law for the sign in question and the sign was, in all respects, in compliance with applicable law on the date of adoption of this sign ordinance.
- (b) **Loss of Legal Nonconforming Status.** A sign loses its nonconforming status if one (1) or more of the following occurs:
- (1) If said sign is damaged by fire, flood, explosion, earthquake, war, riot or Act of God; or structurally altered in any way, except for normal maintenance and repair; the sign may be reconstructed and used as before if it is reconstructed within three (3) months after such calamity, unless the damage to the sign is fifty percent (50%) or more of its replacement value, in which case, the constructed sign shall comply with the provisions of this Article.
 - (2) The sign is relocated.
 - (3) The sign fails to conform to the City requirements regarding maintenance and repair, abandonment or dangerous or defective signs.
 - (4) On the date of occurrence of any of the above, the sign shall be immediately brought in compliance with this Article with a new permit secured therefor or shall be removed.
- (c) **Legal Nonconforming Sign Maintenance and Repair.** Nothing in this Article shall relieve the owner or use of a legal nonconforming sign or the owner of the property in which the sign is located from the provisions of this Article regarding safety, maintenance and repair of signs.

Sec. 13-1-153 Awnings and Canopies.

- (a) **Permitted Awnings.** No awnings shall be erected or maintained, except such awnings as comply with the following requirements, and then only if the permit required hereunder is first obtained and the same conform to the regulations of the zoning district in which the same are to be located:
- (1) **Support.** Awnings shall be securely attached to and supported by the building and shall be without posts or columns beyond the setback line.
 - (2) **Height.** All awnings shall be constructed and erected so that the lowest portion thereof shall be not less than eight (8) feet above the level of the public sidewalk or public thoroughfare.
 - (3) **Setback from Curb Line.** No awning shall extend beyond a point four (4) feet into the right-of-way.
 - (4) **Advertising.** No advertising shall be placed on any awning, except that the name of the establishment within the building to which the awning is attached may be

painted or otherwise permanently placed in a space not exceeding eight (8) inches in height on the front and side edges.

- (5) **Awning Insurance Requirements.** Every applicant for a permit for an awning which will overhang the public street or sidewalk shall, before the permit is granted, file with the City Clerk-Treasurer a liability insurance policy with minimum limits of Fifty Thousand Dollars (\$50,000.00) for personal injury to any person and One Hundred Thousand Dollars (\$100,000.00) for property damage which shall indemnify and save harmless the City of Osseo from any and all damages, judgments, costs or expense which the City may incur or suffer by reason of the granting of said permit.
- (b) **Permitted Canopies.** No canopies shall be erected or maintained, except such canopies as comply with the following requirements, and then only if the permit required hereunder is first obtained and the same conform to the regulations of the zoning district in which the same are to be located:
- (1) **Support.** The structural support of all canopies shall be designed by a licensed professional engineer and approved by the Building Inspector as in compliance with the Building Code of the City. All frames and supports shall be of metal and designed to withstand a wind pressure as provided in Section 13-1-150 of this Code.
 - (2) **Height Above Sidewalk.** All canopies shall be constructed and erected so that the lowest portion thereof shall not be less than eight (8) feet above the level of the sidewalk or public thoroughfare.
 - (3) **Setback From Curb.** No canopy shall extend beyond a point four (4) feet from the face of a wall or building.
 - (4) **Advertising.** No advertising shall be placed on any canopy, except that the name of the establishment may be painted or placed in a space not exceeding twenty-four (24) inches in average height on the front and side edges. Such name may be so painted or placed irrespective of any prohibition otherwise applicable hereunder, providing, however, that is such canopy shall contain more or other than the name of the establishment in letters more than eight (8) inches high on the front and side edges, it shall be considered as a sign and be subject to all the provisions hereof.
 - (5) **Canopy Insurance Requirements.** Every applicant for a permit for a canopy which will overhang the public street or sidewalk shall, before the permit is granted, file with the City Clerk-Treasurer a liability insurance policy with minimum limits of Fifty Thousand Dollars (\$50,000.00) for personal injury to any person and One Hundred Thousand Dollars (\$100,000.00) for any one (1) accident and Ten Thousand Dollars (\$10,000.00) for property damage which shall indemnify and save harmless the City of Osseo from any and all damages, judgments, costs or expense which the said City may incur or suffer by reason of the granting of said permit.

Sec. 13-1-154 Wind Pressure and Dead Load Requirements.

All billboards, signs and other advertising structures shall be designed and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of area and shall be constructed to receive dead loads as required in the Building Code or other Ordinances of the City of Osseo.

Sec. 13-1-155 Abandoned Billboards and Signs.

Except as otherwise herein provided, all billboards and/or sign messages shall be removed by the owner or lessee of the premises upon which an off-premise sign/billboard is located when the business it advertised is no longer conducted where advertised. If the owner or lessee fails to remove the sign /billboard, the Common Council shall give the owner sixty (60) days written notice to remove said sign/billboard and thereafter, upon the owner's or lessee's failure to comply, may remove such sign/billboard, any costs for which shall be charge to the owner of the property or may be assessed as a special assessment against the property, and/or the Common Council may take any other appropriate legal action necessary to attain compliance.

Sec. 13-1-156 through Sec. 13-1-159 Reserved for Future Use.

